

# More schools making S.A.T, A.C.T optional for admission

By Robin Estrin

BOSTON (AP) — More and more U.S. colleges are making SAT and ACT scores optional for admission, according to a report released Wednesday.

More than 280 campuses now admit some or all of their applicants without regard to the tests. And many of them say the system has improved the academic quality — and

the diversity — of their students, said the Cambridge-based National Center for Fair and Open Testing, or FairTest.

The bulk of America's 1,600 schools still use the scores to determine which students will be accepted. But the report shows colleges can prosper without relying on the ubiquitous entrance exams, said Charles Rooney,

the lead author of the study.

Critics say the Scholastic Assessment Test or American College Testing exam does not adequately measure a student's intelligence or ability to perform in the classroom, and is biased against minorities. Supporters say the tests encourage high standards and increase accountability.

FairTest wants the test to

be optional and has been tracking SAT admission policies for several years. FairTest said that in a less scientific survey in 1994, 192 universities made the tests optional or emphasized other criteria such as grade point average.

This is also the first time the organization has analyzed how individual schools have fared without the tests.

FairTest research into two schools in Pennsylvania, one in Maine and the public university systems in Texas and California showed that dropping tests resulted in a larger proportion of minorities, poor students and children of parents who had never attended college.

"There is a pretty sizable slice of our applicant pool and our enrolled student body

for whom the tests are simply not accurate predictors," said William Hiss, vice president for administrative services at Bates College in Lewiston, Maine, which switched to an optional SAT policy in 1984.

Between one-quarter and one-third of Bates applicants — and at least half of all black and Hispanic applicants — do not submit any test scores, he said.

## Boston College still looking for sender of racist email

NEWTON, Mass. (AP) — Boston College officials said they still hadn't found the perpetrator who sent racist e-mails to 13 minority students two weeks ago.

In a letter sent last week to faculty, staff and students, BC Vice President for Student Affairs Kevin Duffy said the e-mail — which targeted blacks, Asians, Hispanics and gays — was apparently sent by someone using another student's name.

The e-mail said "BC is for white men" and added: "You all need to go back to where you came from."

College police, working with help from the attorney

general's office and FBI computer crime experts, have traced the e-mail to a campus computer lab. Investigators have questioned some of the 139 people who were at the O'Neill Computer Facility on the evening of Sept. 30, where the message was sent at 11:38 p.m.

BC spokesman Reid Oslin said each person was identified by an electronic card they swiped while using the computer lab. But the person who sent the e-mail had apparently altered a computer sending code and fraudulently entered another student's name.

Campus officials said they

would suspend whoever sent the messages, and would pursue legal action if the sender was found to have violated state law.

Meanwhile, the students who received the racist e-mails held a news conference to discuss the issue last Wednesday.

"This heinous crime comes not as a surprise but as a disappointment," said Ayesha Hackman, president of AHAANA — the acronym for Asian Hispanic African-American and Native American. "We hope BC will learn from this experience."

Hackman said the group would like the university to

create a new position to address minority and cultural issues — a vice president of multicultural affairs.

About 20 percent of BC's nearly 9,000 undergraduates are minorities, and last year included about 680 Asians, 436 Hispanics, 372 blacks and 26 Native Americans.

The e-mails arrived several days after racist graffiti was scribbled on the doors of minority students in a freshman dorm.

About 1,000 students turned out last Thursday for a campus meeting on the hate mails, which were the topic of conversation in cafeterias and dorm rooms.

## Univ. of Southern Mississippi president promoting diversity

HATTIESBURG, Miss. (AP) — University of Southern Mississippi President Horace Fleming says plans to promote campus diversity, includes expansion of a program that helps minority faculty, staff and students.

"You and I agree, I think, that we ought to teach respect for diversity of ideas, beliefs and cultures, as well as for the cultural heritages of our colleagues," Fleming told USM's annual fall convocation of faculty, staff and students.

The "Grow-Our-Own" program, which attract minority students and faculty to the Hattiesburg Campus, establish visiting professorships, post doctoral fellowships and one-year dissertation fellowships to bring minority scholars to the university.

Fleming said expanding the program will give minority faculty and staff a better chance to obtain their terminal degrees and promote graduate education among current students who will return to teach at Southern Mississippi.

"We need to attract a faculty and staff and student body that reflects the diversity of our society," Fleming said.

## Finance

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This measure, like other valuation formulas, is only meaningful when compared to similar companies in the same industry. A low price-to-sales ratio comparison to similar companies can be a clue that the company's stock price is undervalued.

— **Price-to-book value.** Book value measures a company's assets minus its liabilities — a figure that

represents how much a company would fetch if all its assets were sold. If the company has a solid earnings track record and its stock price is less than its book value, that can indicate the stock is under priced.

Just as you probably wouldn't buy a box of spinach on sale at the grocery store if you didn't like spinach, don't buy a stock just because it appears to be a good value.

Make sure the stock you're considering adding to your portfolio addresses your financial needs and objectives, tax situation, risk level and time horizon.

This article was provided by A. G. Edwards & Sons, Inc., member SIPC, Fred T. Snyder investment broker.

## Regina

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A brochure that tastefully links life insurance services and the funeral services may be designed.

Contract an expert copywriter and design team to do the work, or the resulting message could be disastrous. A mass mailing to your target market can be achieved through purchase of a mailing list.

Have an attractive pocket calendar designed that advertises your company — so that your number is immediately accessible. If your brother's insurance business is booming, direct a helpful one-page newsletter to his clientele which prepares families for funeral plans. Tie in to the mailing list of other life insurance agents as well.

## Success

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payment be Freight On Board (FOB), cash on delivery, payment via letter of credit or wire transfer?

(3) Contingencies and liability for non-delivery or quality issues. Any agreement you sign should include provisions for refund or non-liability in case products are defective or aren't delivered on time.

(4) Terms of licensing/distribution agreement. Wherever possible, you should negotiate for as many rights (North American rights) as possible up front, allowing yourself as much marketing and income-generating flexibility as possible.

(5) Co-operative advertising budget. Some manufacturers will allocate funds for underwriting part of the costs of advertising their products. To tap them, include a clause in your agreement that provides for a lump sum or periodic funds transfer. E. Joseph Cossman, who made millions from foreign-made products, and Dick Gregory with his Swiss-made Bahamian Diet are two entrepreneurs among many who have been successful selling foreign-made products.

Your pot of gold may lie in a treasure chest of overseas products. Start your treasure hunt now.

Pierre A. Clark is a nationally known self-employment expert and entrepreneurship columnist.

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